

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

SUBJECT

COMMUNITY IDENTIFICATION SIGNS

POLICY
NUMBER

200-10

EFFECTIVE
DATE

REVISED

BACKGROUND

In the past, there has been a desire on the part of various community groups within the City of San Diego to identify their respective communities with distinctive signs at or near what are considered their area limits.

PURPOSE

In order to regulate the type, size and location of signs from the standpoint of public safety and aesthetic values, and to avoid confusion that would result from a multitude of conflicting identification signs, a uniform policy is desirable.

POLICY

It shall be the policy of the City Council that:

1. Individual communities desiring to install identification signs shall be encouraged.
2. Requests for both Community Entry and Community Area Identification signs shall be submitted through the Council Policy 600-24- recognized community-planning committee. Locations for signs may be proposed by community organizations such as town councils or civic associations or business organizations, or by the recognized community planning committee. When signs are proposed at common boundaries with adjacent community planning areas, the proposed sign locations shall have the formal concurrence of the adjoining recognized community planning committee[s].

Proposed locations for signs identifying community boundaries shall be in accordance with the City Council-adopted community plan boundaries.

3. Requests may be submitted for two types of community identification signs:
 - a. Community Entry signs. Located either within or outside the public right-of-way, freestanding in nature, placed at the major vehicular entryways into the various identifiable communities of the City. (Standardized, pole-mounted signs provided by the City inside the public right-of-way are included).

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- b. Community Area Identification signs. Located outside the public right-of-way, erected as monument signs or on solid freestanding walls, and found usually at entrances to subdivisions or neighborhoods.
- 4. There are two different processes for review and approval of Community Entry or Community Area Identification signs, depending on their location.
 - a. Within the public right-of-way. (Community Entry signs).
 - (1) Standard City Issued Signs: Requests shall be submitted by the recognized community planning committee to the Engineering & Capital Projects Department for review and approval. The Engineering & Capital Projects Department will consult with the Planning Department, the Police Department, and the appropriate Council District office prior to recommending approval of these type of signs. A maximum of four (4) signs can be approved for any given neighborhood. The cost of materials, installation, and maintenance of standardized pole-mounted signs will be borne by the City.
 - (2) Custom-Designed Signs: Requests shall be submitted by the recognized community planning committee to the Development Services Department. The Development Services Department shall convene, as needed, a committee consisting of a representative from each of the following City Departments – Engineering & Capital Projects, Planning, Police, and Development Services. The Development Services Department shall consult the appropriate Council District office prior to approval of these type of signs. Requests for signs shall be designed with breakaway posts and follow the specifications determined by the City Engineer. The cost of design, materials, construction, installation, and maintenance of custom-designed signs will be borne by the applicant.
 - (3) Custom-Designed Signs installed as part of a Capital Improvement Project (CIP): Requests for signs shall be designed with breakaway posts and follow the specifications determined by the City Engineer. Funds for the maintenance of all such signs shall be assured by a Maintenance Assessment District (MAD) or other appropriate funding mechanism prior to installation. The City Engineer shall consult with the appropriate Council District and Planning Department prior to installation. No submittal to Development Services or Committee formation shall be required.

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- b. Outside the public right-of-way. (Community Entry or Community Area identification signs).
- (1) Requests shall be submitted to the Development Services Department and shall be processed as a Conditional Use Permit in accordance with Process 3. The regulations governing these signs are found in Chapter 12, Article 6, Division 3 (Conditional Use Permit), as amended, and Chapter 14, Article 2, Division 12 (Sign Regulations) of the Land Development Code.
 - (2) The guidelines for organization(s) requesting installation of community identification signs outside the public right-of-way and for City staff reviewing such requests, are contained in the "Locational Criteria, Construction and Material Standards, and Maintenance Standards, Community Entry Signs and Community Area Identification Signs", established by Council Resolution No. 211549, adopted September 12, 1974, on file with the Development Services Department.
 - (3) Approved signs shall conform to the building code, zoning regulations, and the criteria referred to in item 4b(2).
 - (4) All cost of design, materials, construction, installation (including any landscaping), and maintenance of signs will be borne by the applicant.

5. All legally required permits must be obtained before construction may be started.

HISTORY:

Adopted by Resolution R-189345 01/19/1967

Amended by Resolution R-194165 07/09/1968

Amended by Resolution R-212200 12/12/1974